SAWBO *RAPID*

Feed the Future SAWBO *RAPID* (Scientific Animations Without Borders Responsive Adaptive Participatory Information Dissemination), an educational intervention scaling research for development (R4D) program disseminating crucial food-security-related information through a systems approach in response to COVID-19's secondary economic impacts – including disruption to trade, supply chains and markets. The program uses animated videos to reach high-risk populations globally across cultures, languages, literacy levels, and digital divides.

1.5 years – Launched June 2020

4 Countries – Bangladesh, Ghana, Kenya, Nigeria

15 Animations – 10 key topics + five cultural adaptations

100 Languages – Over 100 language variants

1,000,000+ People – Over one million reached over three days through YouTube promotions
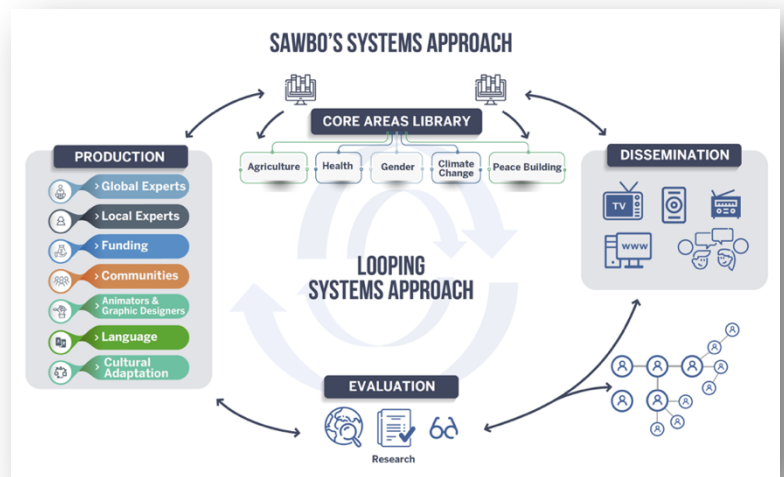
12,500,000+ People – Viewed through TV, YouTube, WhatsApp, and other on- and off-line digital approaches

Pennies per Person Impacted – Low cost per person and highly scalable impact

Global Collaboration – Local Impact – Global and local experts engaged in co-creation processes

Content shared with millions - immediately through promoted social media and long-term through targeted pathway sharing by local individuals, organizations, and institutions for local, regional, and national impact. Once downloaded the animations are easily shared across users and formats with or without mobile access to bridge digital divides.

SAWBO *RAPID* IMPACT

Impacting Communities – touching lives and changing attitudes - stories from Ghana

"Is that so? The local language has made me understand clearer the difference between the good mask and the bad one," explains Mawupemor Amenya from Xekpa, Ghana after watching the SAWBO *RAPID* animation, "How to Properly Wear a Facemask" variant for Ghana in her native Ewe language. "I did not know there are bad ways of wearing the mask."

Saviour Badohu, a SAWBO knowledge partner, quickly realized the local villagers in Torkormor, Ghana did not believe that the Coronavirus was real. Madam Afi (pictured at left), one of the eldest and most respected villagers, explained, "we have never seen or heard of anyone from this community contracting the virus or dying of the virus, so this is not real."

Saviour invited the woman to view the facemask animations that Mawupemor saw. Afi then accepted a mask and put in on for the first time. She then invited her tenants and grandchildren to also view the animation. Saviour provided them all with masks which they wore   while watching the animation.

Peer to Peer Sharing Network – the Kenya model

The easy access of SAWBO *RAPID* animations provides the foundation for deployment while social media platforms offer extensive and far-reaching networks to reach the most remote populations.

Those that deploy animations simply select from easy download options on the SAWBO *RAPID* website including language variants and technology formats to meet their specific needs.   They can then disseminate through their networks.

In Kenya, local WhatsApp networks were highly effective in reaching villages across the country. Each member of the network was tasked with targeting at least 10 other WhatsApp groups they were members of and reaching out to over 50 of their personal contacts. This mass-sharing activity blanketed 44 of 47 Kenyan counties with content.

www.rapid.sawbo-animations.org   www.feedthefuture.gov